

**THE TORRANCE HERALD**  
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**TORRANCE FLOAT TYPICAL AND DISTINCTIVE**

Torrance's float in the parade at Pasadena's Annual Tournament of Roses on New Year's Day was typical and distinctly symbolical. The float typified Torrance as she is—"The Beautiful City of Contented Industry."

Torrance is the home of busy industry, but it is also the modern industrial city beautiful, a city scientifically planned for the welfare and beauty of its people at work, at home and at play, a city embowered in trees and flowers, with green parks and sunny open spaces.

**AN IMPORTANT ORGANIZATION**

Redondo Beach saw the initial move of one of the most important organizations ever effected in Los Angeles County yesterday in what will be known as the Associated Chambers of Commerce. This organization properly handled will be one of the most powerful factors in the upbuilding of the smaller towns and means the successful consummation of such projects that, while affecting a number of towns, is too large for only one or two of them to handle. The combined efforts of all the towns will achieve success in a shorter time and more effectively than if they went after it alone, to say nothing of the many projects that would otherwise be impossible and have to be abandoned. The slogan is co-operation and is reciprocal in every sense of the word. The men selected to guide this new movement are prominent in the walks of life and are imbued with the spirit of the affair and will bring the many projects presented to a successful termination. The organization is to be congratulated in the selection of men of this calibre to whom is given the governing power.—Redondo Breeze.

**AN ERA OF INCREASING PROSPERITY**

The Chicago Examiner at the beginning of the new year undertook an investigation into the business and manufacturing conditions of the Middle West. Queries were sent to the leading manufacturing centers in Illinois, Wisconsin, Michigan, Ohio and Indiana. Experts mature in conclusions were asked to "size up" the situation and to give their opinions as to whether this is to be an era of increasing prosperity or an era of depression in trade.

The business of manufacturing was chosen as being the most accurate thermometer of business conditions. When factories run at capacity, with more orders than they can fill, prosperity is indicated. When factories close there is depression. Manufacturers respond more quickly than others to the shifting conditions over the country.

A perusal of the replies received indicates that a new era of business prosperity is at hand—only a few weeks distant. Factories that have been closed are preparing to reopen. Factories that have been operating on reduced time or with a depleted force of employes are preparing to operate at capacity again. From all directions the report is that the number of idle men is small and decreasing.

And from the East comes the same reports of returning prosperity. Thousands of employes in the steel and other mills are back at work, and it is the universal belief that 1914 will be an era of unexampled prosperity.

In our own State equally bright indications are found in all lines of better business and industrial conditions. The rains have given promise of good crops in all parts of the State and seem to insure no frost this year in the citrus districts. This fact alone is of inestimable value, not only in the money saved the citrus growers, but also in the stimulus thereby given business and industry generally.

On the front page of this issue will be found a forcible, concise and authoritative analysis of the local situation by Thomas D. Campbell, which demonstrates clearly the wonderful future before the Southland.

**NEWSPAPER ADVERTISING PAYS**

Thousands upon thousands of inland people visited the Venice beach this morning, coming to view the old Pacific Ocean when it is not so pacific, but "real angry." The information given the public that the old Pacific was on a rampage—a good old tear—was the result of the newspaper articles in the evening and morning newspapers, some of which carried illustrations. The public did not get this knowledge through billboard advertising, which seems to be the "long suite" of some of our friends who, in vain, have endeavored to supersede newspaper advertising by the billboard method. Well, that kind of advertising may be a good thing for circuses in the rural districts of the land, but when there is anything worth while, and the desire is to reach the public, nothing "succeeds like success" in using the columns of the newspapers. Now, let it be understood that there was not any pre-arrangement between the newspapers, Old Pacific, or the railroad company, to "pull this stunt off." It was the lone work of Old Pacific. But the newspapers brought the crowds. Therefore the situation may be summed up in one sentence, to-wit: "Newspaper advertising pays."—Venice Vanguard.

**PAY YOUR LICENSE**

**BEFORE YOU GO FISHING**

If you go fishing after the first of January you will have to pay for the privilege. If a resident of the State you will pay one dollar; if not, three dollars; and if an alien, three dollars. The new anglers' licenses have just been received by County Clerk Williams.

When the applicant signs the license he agrees to exhibit any game fish in his possession on demand of any deputy game commissioner.

The licenses come in three colors, and bear an engraving of a pretty outdoor scene—a fisherman making a cast over a swift running stream. The citizens' licenses are printed in green, the non-residents' in blue, and the aliens' in brown color.

The license holds good from January 1 to December 31. The hunting license run from July 1 to June 30.

**SUES COUNTY FOR**

**HALL OF RECORD MONEY**

More than an echo of the hall of records scandal, whereby the board of supervisors withheld from Carl Leonard, general contractor, \$30,000 of the contract price, was heard Monday afternoon when the board was served with notice of the filing of a suit in the United States district court for the northern district of California, by the Canton Art Metals company. The suit is to recover \$26,062.02, which the company claims is due on its portion of the work. The Finch Jail and Building Metals company, is made a party to the suit with the board of supervisors.

Substitution of materials was alleged after the hall of records had been completed. The supervisors asserted the materials used saved the general contractor \$30,000.

A rural editor received a letter from an indignant subscriber, who said: "I don't want your paper any longer."

To which the editor mildly replied: "That is all right. I wouldn't make it any longer if you did, because in that case I should have to buy a new press. The present length just suits me, and I am glad it suits you."

**Union Tool Workers**

Step across during Lunch Time.  
I carry a good supply of Fresh  
Fruits, Pies, Cakes, Cookies, Cigars  
Tobacco, Soft, Drinks, etc.

**Isenstein's**

**Every Wednesday  
and  
Saturday Night**

**Torrance Theatre**

We have moved to the west side  
of the car tracks. Six doors  
from the bank.

Come In and See us.

**Gardena Hardware Co.**

**Free Legal Advice**  
On All Cases; General Prac-  
tice; Prompt and Efficient Ser-  
vice.  
626 San Fernando Bldg. Los Angeles

**Brief Items About the City**

Mr. C. E. Chase of the Union Tool company has purchased a new five passenger touring car from J. M. Woodruff, agent for the Ford cars at Gardena.

J. M. Woodruff of Gardena has received his fourth carload of Ford's since July 26th. This car load consists of five touring cars and two roadsters.

Mrs. H. Lynch of Venice has taken rooms at the Colonial. Mrs. Lynch expects to secure a position at the California Shoe Co.

Miss Dorothy Dolley spent the week end with friends at Ontario, returning to Torrance Sunday evening.

The Ladies' Aid met at the home of Mrs. Vories Thursday, Jan. 8th.

Mr. Bennett, formerly with the Fuller Shoe Company, has accepted a position with the California Shoe Company.

Mr. Bob Weaver of the Los Angeles Athletic Club was in the city on business Tuesday and he was pleased to hear that Torrance had a live athletic association. Mr. Weaver stated that "their Los Angeles club would be glad to assist our club in every possible way."

Miss Zella T. See, of the Torrance Realty company, spent the week end in Long Beach with Mrs. R. A. Bixby.

Messrs. C. W. Askill and J. R.

White of Lomita were Torrance shoppers last Saturday.

Mr. and Mrs. A. R. Harris removed from Torrance last week. They made many friends who regret to see them leave.

Mrs. Agnes Shult visited Venice on business for the California Shoe company last week.

Roller skating is all the fad in our city these days. You can see children and people ranging in age from four to twenty years on skating about our city most any day in the week.

The Ladies' Aid spent a most delightful afternoon with Mrs. Luck just before the holidays.

Mr. S. Rappaport was a business visitor in Los Angeles Monday.

Miss Inez V. Kirkwood and her friend, Miss Otto of Los Angeles, visited her mother, Mrs. Cora I. Kirkwood, Friday evening and attended the Melo Coma Club dance.

Mr. Hamilton of Altadena is just recovering from the injuries received from his auto several days ago. While cranking his machine it started up running over his ankle, necessitating in his remaining indoors for a few days.

The Melo Coma Club gave its regular Friday evening dance last week at the Campbell hall. There was a good crowd present, fine music and every one reports a good time.

**TYPEWRITER FREE FOR HOME USE**

We will furnish you absolutely free for a whole year, a Remington visible typewriter (the very latest model) to be used for home practice while a student in our school, on condition that you enroll now and pay your tuition for the full term before January 1st. This will enable you to become much more capable as a stenographer or typewriter without it costing you a dollar more. See us about this special offer at once, or write for catalogue and full particulars. Our courses include Shorthand, Typewriting, Stenotypy, Dictaphone, Bookkeeping, and all English and

commercial branches. Our instructors are the best that money can command and our equipment and fixtures just like that used in the most modern and up-to-date schools of the East. There is no other school in California better prepared to give you a thorough training than we are. If you are a young man who wants to economize, we will give you free tuition for services in caring for our college quarters. We also have a place where a young lady can work for her board and room. We will cheerfully give full particulars to any who inquire. Address J. W. McCormac, President, ORANGE COUNTY BUSINESS COLLEGE, Santa Ana, Cal.

(Paid Advertisement.)

**When You Buy Jewelry**

You want to buy from the man whom you know is dependable, carries good goods and must treat you right to get your business year after year.

**THE REXALL STORE**

**A. DePaemelaere - Jeweler**

Subscribe for the

**TORRANCE  
HERALD**